

Crossroads Media LLC 66 Canal Center Plaza Suite 555

Alexandria, VA 22314-1576

1001 Wood Ridge Center Dr. Charlotte, NC 28217-1901

Schedule Dates 10/02/12-10/08/12 Last Modified 09/10/12 Advertiser American Crossroads (33954) **Entered By** Melissa Welch Agency/T-Code CO-OP No Crossroads Media LLC (2774)/055317791 Headline # 06308898 Product Political - Non-Ballot Issue (1196) Demo Brand 953/NON BALLOT (177380) Order Type Normal Salesperson Nesci, Mark (3195) Package Deal Sales Office HRP - Washington DC Commission % 15.00 **Buyer Name** MARONEY, STEPHANIE Commission \$3,690.00 Phone/Fax (202) 559-6428 / CPE Net Total \$20,910.00 11/27/953 Sales Tax **Account Types** National/Political Issue - Agency

Date Entered

09/10/12

Billing Type Weekly/Irregular

***** THIS IS A CASH IN ADVANCE SCHEDULE *****, AMERICAN CROSSROADS

ADDITIONAL SPOTS

AMER CROSSROADS ADD

853577

Contract #

Comments

Charlotte (WCNC) (WCNC) By Broadcast Month Spots Rate Oct. 2012 24 \$24,600.00 Grand Total: 24 \$24,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	e Th	n Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/05/12-10/05/12	4	:30	1P- 2P (ET)			i I	į	į	1	i L	j J	1	\$450.00	\$450.00	Charlotte (WCNC) (WCNC)	DAYS-OUR LIVES	9/10/12
2.0	Normal Line / SPOT	10/05/12-10/05/12	4	:30	10P- Dateline NBC			l l	Ī	I	1		i i	1	\$2,800.00	\$2,800.00	Charlotte (WCNC) (WCNC)		9/10/12
3.0	Normal Line / SPOT	10/05/12-10/05/12	3	:30	2P- 3P (ET)			l l	Ī	-	1		i I	1	\$340.00	\$340.00	Charlotte (WCNC) (WCNC)	DOCTORS<	9/10/12
4.0	Normal Line / SPOT	10/05/12-10/05/12	3	:30	6:30P- 6:59P (ET)			 		I	1	į į	1	1	\$2,000.00	\$2,000.00	Charlotte (WCNC) (WCNC)	NBC NITELY NWS<	9/10/12
5.0	Normal Line / SPOT	10/05/12-10/05/12	3	:30	6:58A- 9A (ET)			1	1	Ī	1	1	<u> </u>	1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	TODAY SHW	9/10/12
6.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	1P- 2P (ET)		1	l l	Ī	Ī	1		i i	1	\$450.00	\$450.00	Charlotte (WCNC) (WCNC)	DAYS-OUR LIVES	9/10/12
7.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	2P- 3P (ET)		1	 		I	1	į .	1	1	\$340.00	\$340.00	Charlotte (WCNC) (WCNC)	DOCTORS<	9/10/12
8.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	6:30P- 6:59P (ET)		1	 		I	1	į .	1	1	\$2,000.00	\$2,000.00	Charlotte (WCNC) (WCNC)	NBC NITELY NWS<	9/10/12
9.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	6:58A- 9A (ET)		1	l l	j	İ	i	i i		1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	TODAY SHW	9/10/12
	Normal Line / NCAA - NOTRE DAME FOOTBALL	10/06/12-10/06/12	3	:30	7:30P- Notre Dame Football			 	 		1	2	1	2	\$1,200.00	\$2,400.00	Charlotte (WCNC) (WCNC)	NOTRE DAME FOOTBALL (MICHIGAN)	9/10/12
11.0	Normal Line / SPOT	10/07/12-10/07/12	3	:30	11:30P- 12A (ET)			 		1	1	I I	1	1	\$1,200.00	\$1,200.00	Charlotte (WCNC) (WCNC)	NEWS AFTER FOOTBALL	9/10/12
12.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	1P- 2P (ET)				1	1				1	\$450.00	\$450.00	Charlotte (WCNC) (WCNC)	DAYS-OUR LIVES	9/10/12
13.0	Normal Line / SPOT	10/04/12-10/04/12	3	:30	2P- 3P (ET)				Ī	1			I	1	\$340.00	\$340.00	Charlotte (WCNC) (WCNC)	DOCTORS<	9/10/12

CONFIRMATION CONTRACT											
Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:							



Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576
 Contract # Schedule Dates
 853577

 10/02/12-10/08/12

 Advertiser
 American Crossroads (33954)

 Agency/T-Code
 Crossroads Media LLC (2774)/055317791

 Product
 Political - Non-Ballot Issue (1196)

 Brand
 953/NON BALLOT (177380)

Sales Office HRP - Washington DC
Buyer Name MARONEY,STEPHANIE
Phone/Fax (202) 559-6428 /
CPE 11/27/953

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Comments AMER CROSSROADS ADD

Date:

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Date Entered

Last Modified

Entered By

Headline #

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

CO-OP

Demo

09/10/12

09/10/12

06308898

Normal

15.00

\$3,690.00

\$20,910.00

No

Melissa Welch

ADDITIONAL SPOTS

Accepted-Station:

 Charlotte (WCNC) (WCNC)

 By Broadcast Month
 Spots
 Rate

 Oct. 2012
 24
 \$24,600.00

 Grand Total:
 24
 \$24,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr S	a Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	10/04/12-10/04/12	3	:30	6:30P- 6:59P (ET)					1			1	\$2,000.00	\$2,000.00	Charlotte (WCNC) (WCNC)	NBC NITELY NWS<	9/10/12
15.0	Normal Line / SPOT	10/04/12-10/04/12	3	:30	6:58A- 9A (ET)					1			1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	TODAY SHW	9/10/12
16.0	Normal Line / SPOT	10/02/12-10/02/12	4	:30	1P- 2P (ET)			1					1	\$450.00	\$450.00	Charlotte (WCNC) (WCNC)	DAYS-OUR LIVES	9/10/12
17.0	Normal Line / SPOT	10/02/12-10/02/12	3	:30	2P- 3P (ET)			1					1	\$340.00	\$340.00	Charlotte (WCNC) (WCNC)	DOCTORS<	9/10/12
18.0	Normal Line / SPOT	10/02/12-10/02/12	3	:30	6:30P- 6:59P (ET)			1					1	\$2,000.00	\$2,000.00	Charlotte (WCNC) (WCNC)	NBC NITELY NWS<	9/10/12
19.0	Normal Line / SPOT	10/02/12-10/02/12	3	:30	6:58A- 9A (ET)			1					1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	TODAY SHW	9/10/12
20.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	1P- 2P (ET)				1				1	\$450.00	\$450.00	Charlotte (WCNC) (WCNC)	DAYS-OUR LIVES	9/10/12
21.0	Normal Line / SPOT	10/03/12-10/03/12	3	:30	2P- 3P (ET)				1				1	\$340.00	\$340.00	Charlotte (WCNC) (WCNC)	DOCTORS<	9/10/12
22.0	Normal Line / SPOT	10/03/12-10/03/12	3	:30	6:30P- 6:59P (ET)				1				1	\$2,000.00	\$2,000.00	Charlotte (WCNC) (WCNC)	NBC NITELY NWS<	9/10/12
23.0	Normal Line / SPOT	10/03/12-10/03/12	3	:30	6:58A- 9A (ET)				1				1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	TODAY SHW	9/10/12
	CONFIRMATION CONTRACT																	

B/E Bookend P/B Piggy Back

Accepted-Agency/Advertiser:

Date:

Comments: